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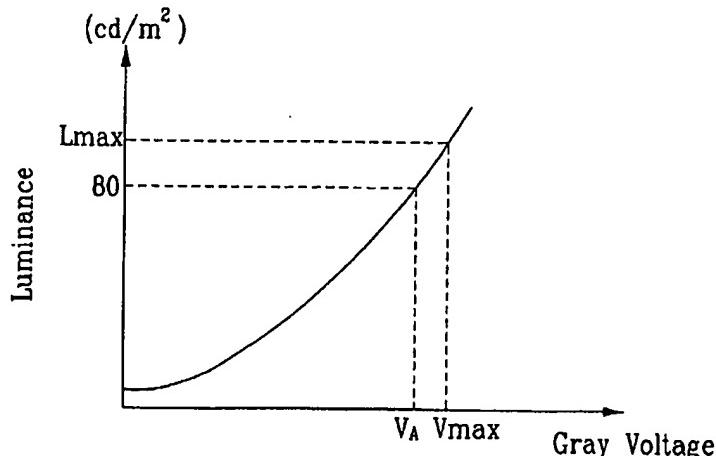
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- (54) Title: LIQUID CRYSTAL DISPLAY AND DRIVING METHOD THEREOF



that a predetermined one of the gray voltages gives a luminance of about 80 cd/m²; a voltage generator and outputting gray voltages corresponding to the image data from the signal controller; and an inverter controlling a lamp to emit a luminance higher than 80 cd/m².

(57) Abstract: A liquid crystal display includes: a signal controller including a gamma converter outputting output image data having gamma characteristic adapted to a gamma 2.2 curve based on input image data with a bit number smaller than the output image data, a color correction unit including color coefficients for performing color correction on the image data from the gamma converter, and a dithering and FRC processor reducing a bit number of the image data from the color correction unit by taking upper bits of the image data and controlling position and frequency of the upper bits of the image data; a voltage generator generating a plurality of gray voltages by dividing a predetermined voltage lower than a supply voltage such